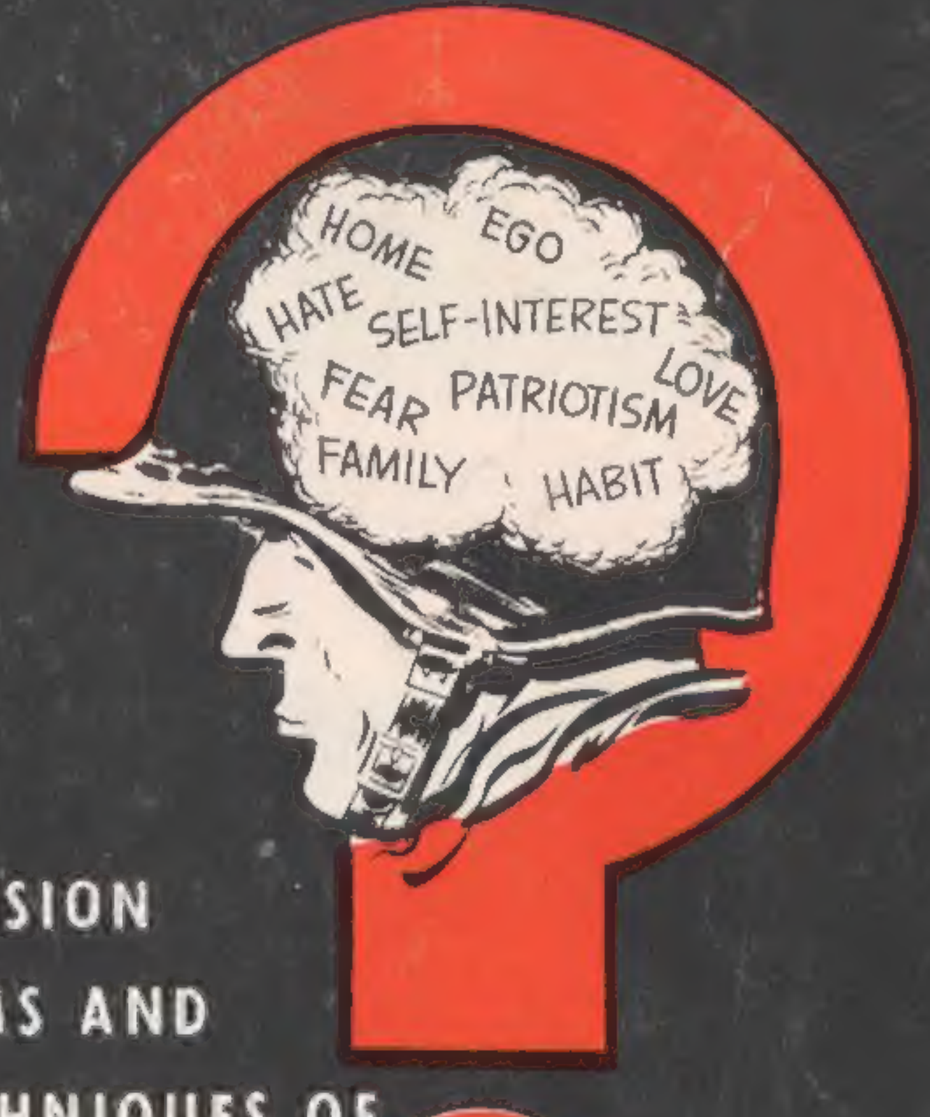
bullets

or

words



a brief presentation of the

MISSION
AIMS AND
TECHNIQUES OF
PSYCHOLOGICAL WARFARE

UNITED STATES AIR FORCE
PSYCHOLOGICAL WARFARE DIVISION • DIRECTORATE OF PLANS, DCS/O

bullets or words

There are only two powers in the world—the sword and the spirit. In the long run the sword is always defeated by the spirit . . . NAPOLEON BONAPARTE.

To fight and conquer in battle is not the supreme excellence; the supreme excellence consists in breaking the enemy's resistance without fighting . . . SUN TZU, Chinese military writer, 6th Century B. C.

The basic theory behind the use of psychological warfare as a military weapon is simple—kill the enemy's will to fight without destroying his body.

Bullets and bombs will not change the enemy's mind. It is true, he can be physically beaten and forced to surrender, but you have not captured his mind and PEACE becomes extremely difficult.

Words in psychological warfare, on the other hand, are aimed at the enemy's mind—which controls his body. Therefore, if you are able to capture his mind—you capture his body as well and the establishment of PEACE becomes easier.

DRAWINGS COURTESY OF MILTON CANIFF

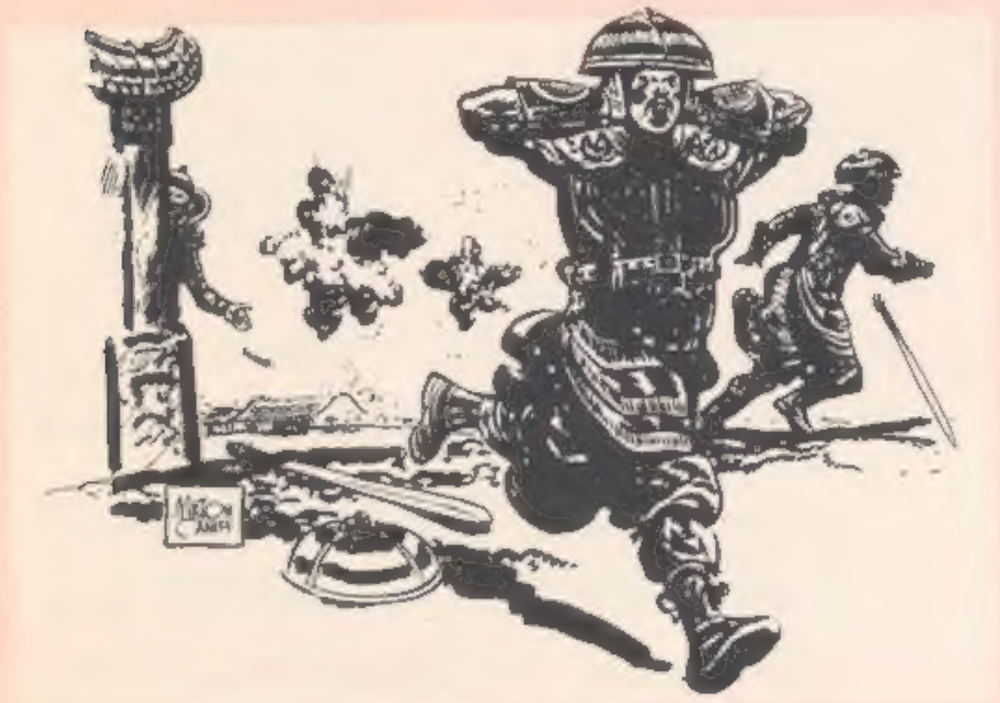
The American Indians were masters in the use of psychology. They painted their bodies with weird colors, used blood-curdling war whoops to strike terror in the hearts of their enemies.

The ancient Greeks, in addition to waging psychological warfare against their enemies, built up morale amongst their own people by the adroit use of colorful costumes, patriotic and martial music.

PSYCHOLOGICAL WARFARE IS NOT NEW!

That psychological warfare is not a new-fangled idea is illustrated on these pages by a number of historical instances of its use in ancient as well as in modern times and how efforts were made to exploit the psychological potentials of military weapons and combat operations.

Everyone is familiar with the ancient legend of how the Greeks used a wooden horse, better known now as the "Trojan Horse," to infiltrate and capture the impregnable city of Troy.



Long before 225 B. C., the Chinese developed gunpowder which they used in firecrackers to create more fear than actual damage.

The ancient Egyptians, Persians, and Romans attached scythes and swords to their war chariots to scare the enemy's foot soldiers.

Hannibal created terror in the ranks of stalwart Roman soldiers when he appeared at the gates of ancient Rome with troop-carrying elephants.

The Greeks made use of burning oil in their Naval operations. The psychological effect of this weapon terrorized the crew of enemy ships.

PSYCHOLOGICAL WARFARE HAS THREE MAJOR AIMS:

Surrender

Persuade the enemy to stop fighting and give up . . . destroy his will to fight.

Subversion

Induce enemy groups to turn on their own political system and authorities by resistance, sabotage, and rebellion.

Consolidation

Seek and obtain the cooperation of enemy population behind our front to protect our supply lines, communication system, troop bases, and support our military efforts.

DRAWINGS COURTESY OF MILTON CANIFF

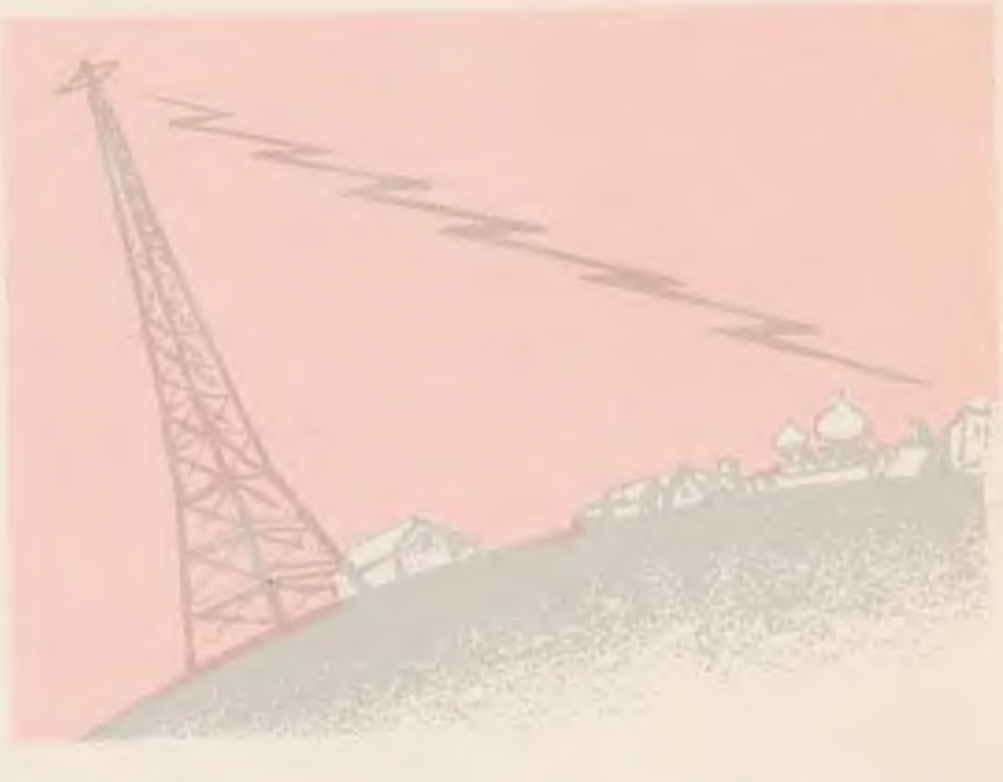
this is how **MODERN PSYCHOLOGICAL WARFARE** *is waged!*

via GRAPEVINE

A universal medium for transmitting ideas, rumors, and news by the age-old technique of conversation.

This person-to-person transmitting process is very effective with all races.

via RADIO



Radio broadcasting is one of the quickest means of reaching other peoples of the world—even behind the Iron Curtain.

via AIR

During wartime, one of the surest means of communicating with the enemy is by leaflets dropped from planes.

DRAWINGS COURTESY OF HERB BLOCK

PSYCHOLOGICAL WARFARE

IS AN EFFECTIVE MILITARY WEAPON

The full recognition of psychological warfare as a military weapon represents a great advancement in military science. Both during World War II and the present Korean conflict, it was discovered that every military operation can be assisted by psychological warfare, which is of extreme importance when used prior to and in conjunction with our other weapons and combat operations.

In order to get the best results from destructive actions such as bombing, strafing, and artillery barrages, it is necessary to give the fullest possible consideration to their psychological impact on the enemy and develop and exploit every opportunity to our benefit.

In fashioning new psychological weapons, it is necessary to base them on sound scientific principles and an understanding of psychology, cultural anthropology, sociology and other allied fields of knowledge.

PSYCHOLOGICAL WARFARE IN KOREA

Since the beginning of the current conflict in Korea, from June 1950 to mid-September 1951, more than 600,000,000 leaflets were showered upon communist forces and communist-held territory. Psychological warfare is being used with telling effect, an effectiveness well demonstrated by the fact that an actual count of prisoners of war taken by the United Nations forces shows that approximately one-third of them surrendered to this weapon. When it is considered the enemy suffered that many casualties — reducing the number of enemy troops that fire guns at our troops— and reducing that number without having to go out and kill or capture these enemy soldiers on the battlefield, it becomes obvious why psychological warfare has won the wholehearted support of everyone in the field—from our top commanders to the soldiers on the front lines who must accept the surrender of the enemy troops.

TEAMED FOR DEFENSE

Your United States Air Force is working very closely with the other Services in the development of new techniques, equipment and media to make our military psychological warfare efforts more effective.

DRAWINGS COURTESY OF HERB BLOCK

DRAWINGS COURTESY OF MILTON CANIFF

your opportunity in 'SYKE-AIR'*

United States Air Force's assigned responsibility in our military psychological warfare program is sizeable and requires a considerable number of qualified military personnel in this specialized field for assignment to Air Force psychological warfare wings, major commands, and overseas posts.

Qualified civilian personnel can now, in accordance with the provisions of Air Force Manual 36-5A, apply for direct commissions in the Air Force Reserve as Psychological Warfare or as Foreign Language Propaganda Officers. Applications may be obtained from the numbered Air Force in the area in which you reside.

***SYKE-AIR** . . . The U. S. Air Force word for Air Psychological Warfare Activities.

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